

**ANALISIS YURIDIS SENGKETA PERLINDUNGAN MEREK TERKENAL "HOT WHEELS"  
ANTARA MATTEL, INC  
DENGAN YONGHWA WONGSODIREDDJO**

**INTISARI**

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Penelitian tentang Analisis Perlindungan Sengketa Yuridis Merek Terkenal "Hot Wheels" Antara Mattel, Inc. dengan Yonghwa Wongsodiredjo bertujuan untuk mencari tahu apa adalah dasar-dasar Hakim perbedaan Keputusan di setiap tingkat pengadilan dalam kasus merek "Hotwheels" dan untuk mengetahui dasar MATTEL, Inc menyatakan "HOT WHEELS" sebagai merek terkenal.

Jenis penelitian adalah penelitian yuridis normatif yang dilengkapi dengan penelitian yuridis empiris. Hasil dianalisis dalam studi literatur sistematis untuk mendapatkan gambaran yang komprehensif tentang prinsip-prinsip umum hukum, aturan hukum dan hukum seputar gagasan perlindungan hukum terhadap pemilik merek dagang terdaftar dari gugatan merek dagang. Data yang diperoleh dari penelitian ini dianalisis secara kualitatif, yaitu dengan memperhatikan faktor-faktor yang ada dalam praktek untuk deskripsi yang diperoleh dari studi literatur.

Hasil penelitian menunjukkan bahwa pada tingkat Pengadilan Niaga bahwa merek yang dimiliki HOT WHEELS WONGSODIREDDJO Yonghwa mirip pada prinsipnya untuk merek yang dimiliki MATTEL HOT WHEELS, Inc Yonghwa WONGSODIREDDJO merek pendaftar itikad buruk yang meniru dan membonceng ketenaran merek MATTEL HOT WHEELS milik , Inc Merek milik MATTEL HOT WHEELS, Inc adalah merek terkenal. Pada tingkat Mahkamah Agung (kasasi) gugatan alasan MATTEL, Inc ditolak karena masalah Yonghwa WONGSODIREDDJO berdomisili di Surabaya, Jawa Timur. Alasan MATTEL, Inc. Membangun Merek HOT WHEELS Sebagai Merek Terkenal adalah memiliki bukti pendaftaran merek sertifikat RODA HOT berbagai negara, bukti promosi yang gencar dan terus tanggal yang terdapat di media cetak dan elektronik, bukti survei yang menyatakan merek HOT RODA dikenal masyarakat dan merek RODA HOT telah memenuhi persyaratan sebagaimana tercantum dalam Penjelasan merek terkenal Pasal 6, ayat 1 (b) Undang-Undang Nomor 15 Tahun 2001 tentang Merek

**Kata Kunci :** *Perlindungan Merek Terkenal, Hot Wheels*

**JURIDICAL ANALYSIS DISPUTE FAMOUS BRAND PROTECTION  
" HOT WHEELS " BETWEEN MATTEL , INC.  
WITH YONGHWA WONGSODIREDDJO**

**ABSTRACT**

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Research on the Analysis of the Juridical Dispute Protection Famous Brand "Hot Wheels" Between Mattel, Inc. with Yonghwa Wongsodiredjo aims to find out what are the basics of differences Decision Judges at every level of court in the case of the brand "Hotwheels" and to know the basic MATTEL, Inc. stated "HOT WHEELS "as a famous brand.

This type of research is a normative juridical research which is equipped with juridical empirical research. Results were analyzed in a systematic literature study in order to obtain a comprehensive picture of the general principles of law, the rules of law and the law surrounding the notion of legal protection against the owner of the registered trademark on the trademark lawsuit. Data obtained from this study were analyzed qualitatively, namely by taking into account factors that exist in practice to complement the description obtained from the literature study.

The results showed that at the level of the Commercial Court that the brands owned HOT WHEELS WONGSODIREDDJO Yonghwa are similar in principle to the brands owned MATTEL HOT WHEELS, Inc. Yonghwa WONGSODIREDDJO is brand registrant bad faith that mimic and piggybacking fame Brand MATTEL HOT WHEELS owned, Inc. Trademark owned MATTEL HOT WHEELS, Inc. is a well-known brand. At the level of the Supreme Court (cassation) lawsuit reason MATTEL, Inc. was rejected because of problems Yonghwa WONGSODIREDDJO domicile in Surabaya, East Java. Reason MATTEL, Inc. Constructing Brand HOT WHEELS As Famous Brand is to have proof of registration certificate brand HOT WHEELS various countries, evidence of a vigorous campaign and continuing to date contained in the print and electronic media, evidence of a survey stating the brand HOT WHEELS known to the public and the brand HOT WHEELS have fulfilled the requirements as contained in the famous brand Elucidation of Article 6, paragraph 1 (b) of Law Number 15 of 2001 on Marks

**Keywords :** *Famous Brand Protection, Hot Wheels*